

WEB SERVICES MANAGER

DISTINGUISHING FEATURES

Manages all aspects of City Internet and Intranet sites and leads cross-departmental efforts to provide content and organization, implement new applications and recommend strategic direction. Serves as primary liaison for Web Technology Team, Communications and Public Affairs, all other city departments, external stakeholders, and the citizens, in matters pertaining to all City web services. Provides customer service for Internet/Intranet related items for City employees, citizens, and site users. This position is supervisory and reports to the Information Systems Technology Director.

ESSENTIAL FUNCTIONS:

Provides leadership for the web services team and other city web technology teams responsible for planning, designing, implementing, and maintaining the city's web services environment. Builds overall organizational consensus on strategic direction for web services, integration with other business and communications needs and web standards.

Consults with departmental managers and other senior managers to understand organizational and community needs and expectations related to city web services. Clearly conveys technical and organizational issues to achieve support for web management strategies.

Consults with organizational stakeholders to update Web services standards related to graphical and operational consistency, security, publishing methods, and usability. Leads organizational efforts to review, achieve consensus and update standards as needed.

Works closely with Communications and Public Affairs and other departments to assure web navigation, presentation and content are integrated with and support other city communications initiatives and reflect city editorial, graphics and other standards.

Collaborates with Information Systems application development staff to establish and update application and user interface standards for internally developed web based applications.

Oversees IS and cross-departmental efforts to determine content, design, implementation, updates, and integration of new business requirements or initiatives related to web services, customer experience considerations, report design and analysis, and other related projects that may arise.

Leverages internal expertise in user experience, information architecture, editorial content, design, messaging, and branding to accomplish strategic goals.

Evaluates and facilitates implementation of content management strategies and comprehensive search engine utilities.

MINIMUM QUALIFICATIONS

Knowledge, Skills and Abilities:

Knowledge of:

E-government practices and policy issues.

Management best practices related to web services development and communications

Web page design and layout.
Knowledge of HTML, ASP, .NET, JAVA, SQL, and Microsoft web development tools.
Research methods and techniques.
Electronic communications, security, and privacy techniques.
Forms and reports design.
I.S. processes, policies and terminology.
Thorough working knowledge of MS Windows and Web publishing tools including content management systems and theory.
Microsoft Internet Information Server, various versions.
Style guides, copy editing, layout design and content development.

Ability to:

Coordinate, develop and keep up to date the City's Strategic Plan for web content and EServices.
Establish and maintain effective working relationships and open communication with internal and external stakeholders.
Conduct research and then analyze specifications and instructions to develop appropriate systems and programs.
Prepare design and requirements specifications.
Conceive a variety of solutions to functional problems and to reduce abstract ideas to easily understood procedures.
Understand database organization access and retrieval techniques.
Develop, implement and update policies and procedures used to guide the overall governance of the City's website and Eservices.

Education & Experience

Requires a bachelor's degree or an equivalent combination of training and experience in a field related to information or communications technology management, computer technology or communications. Requires four years of progressively responsible experience in design, development, and management of web services technology. Requires a working knowledge of HTML, ASP, Microsoft web development tools and content management systems. Recent experience working with style guides, copy editing, layout design and content development is required. Recent experience in the implementation of content management and recent direct experience in managing a broad-based, cross-departmental strategy to achieve support for web design, content and management objectives and are both highly desirable.

FLSA Status: Exempt

HR Ordinance Status: Unclassified